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|---|----------------------|-----------------|
| Reynolds and Reynolds Holdings, Inc. | 0307091-0105 | 32023 |

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Himes Art Unit : 3629
Serial No. : 09/725,080 Examiner : Dixon, Thomas A.
Filed : November 29, 2000
Title : LOYALTY LINK METHOD AND APPARATUS FOR INTEGRATING
CUSTOMER INFORMATION WITH DEALER MANAGEMENT
INFORMATION

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY UNDER 37 C.F.R. § 1.111

This communication is responsive to the non-final Office Action mailed March 18, 2003.

A. INTRODUCTORY COMMENTS

Reconsideration and allowance are requested in view of the following amendments and remarks. Upon entry of this Reply, claims 1, 15, 30, 31, 45, 60, 61, 75, 90, 101, 116, 120, 131 and 136-240 will be pending in the present application with claims 1, 15, 30, 31, 45, 60, 61, 75, 90, 101, 116, and 131 being independent. Support for claims 1, 15, 30, 31, 45, 60, 61, 75, 90, 101, 116, 120, 131 and 136-240 can be found throughout the specification. No new matter has been added.

PI-1010973 v1 0307091-0105

PROPOSED AMENDMENT -- FOR DISCUSSION PURPOSES ONLY